

# CORONAVIRUS COVID-19

## Outreach Toolkit Community Partner Webinar April 20, 2020

**Presented By:**

Raynard Washington, PhD, MPH | Deputy Health Director  
Mecklenburg County Public Health



Informing and Protecting Our Communities Together



MECKLENBURG COUNTY  
North Carolina  
Public Health

# Webinar Agenda

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1. Latest on COVID-19 in Mecklenburg County
2. Purpose of the Toolkit
3. Overview of Toolkit Contents
4. Questions or comments:

**[HealthBuzz@mecklenburgcountync.gov](mailto:HealthBuzz@mecklenburgcountync.gov)**

# COVID-19 in Mecklenburg County

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**>19,400**  
Total Tested

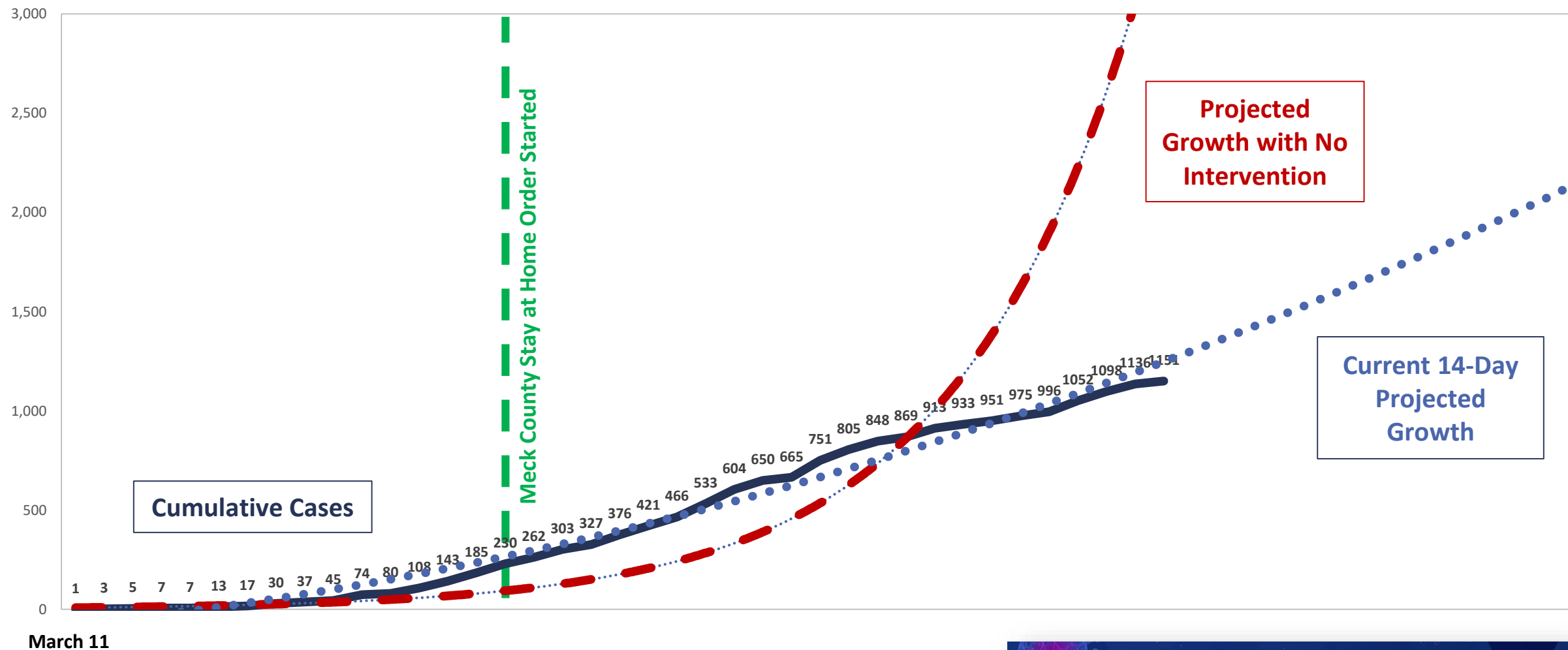
**1,186**  
Laboratory  
Confirmed Cases

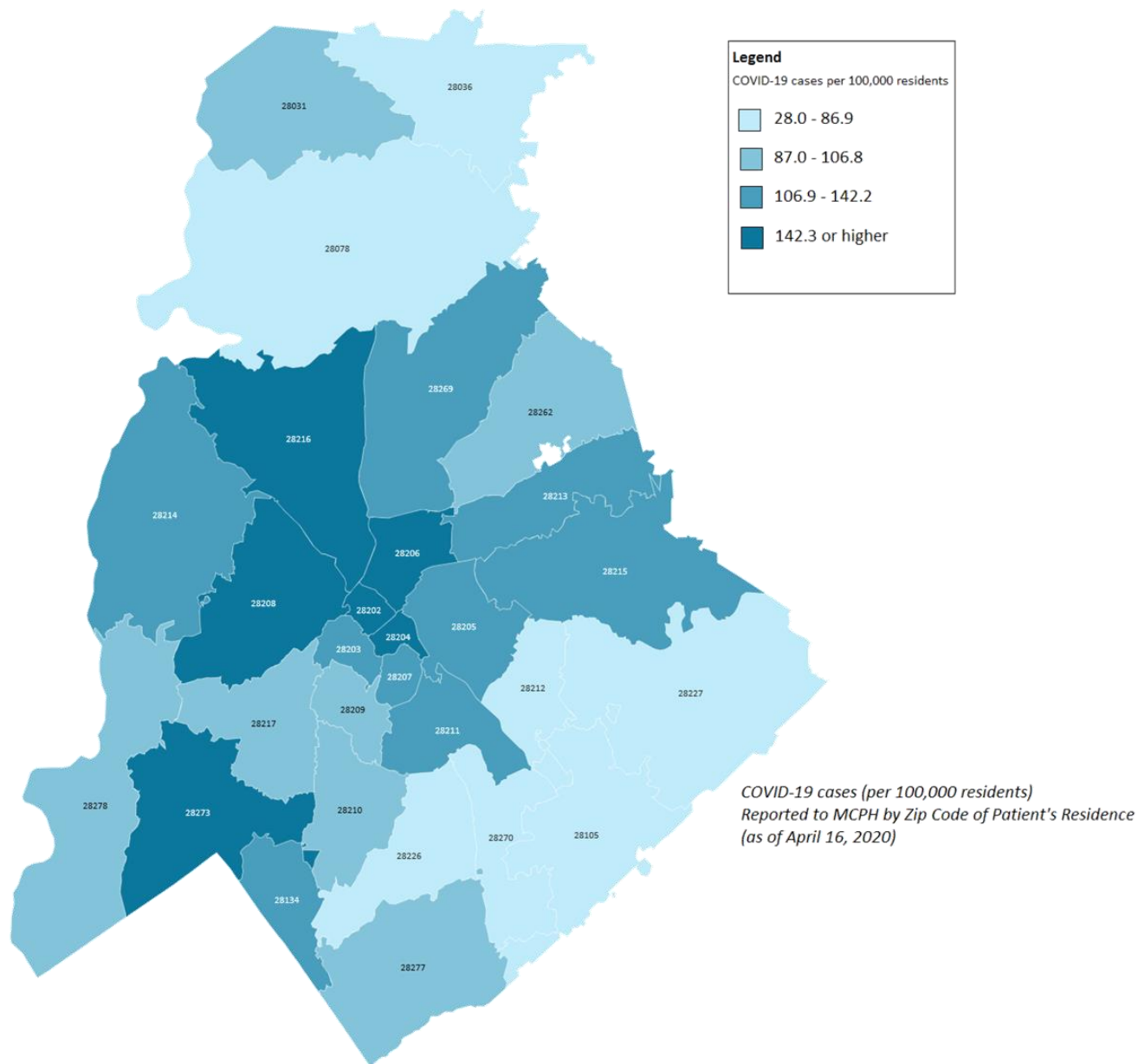
**29**  
Deaths Due to  
COVID-19

**8**  
Known Outbreaks in  
Long Term Care Facilities

Data Reported as of April 19, 2020

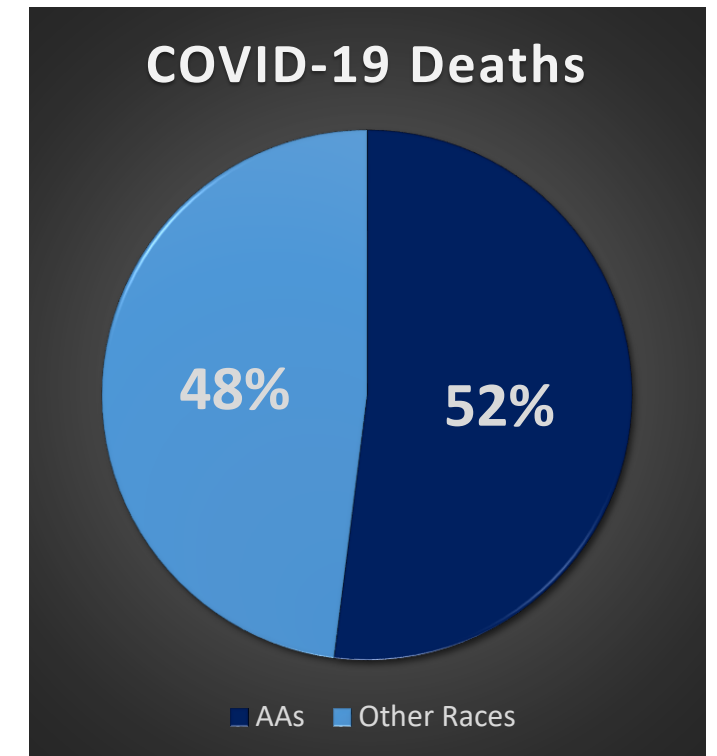
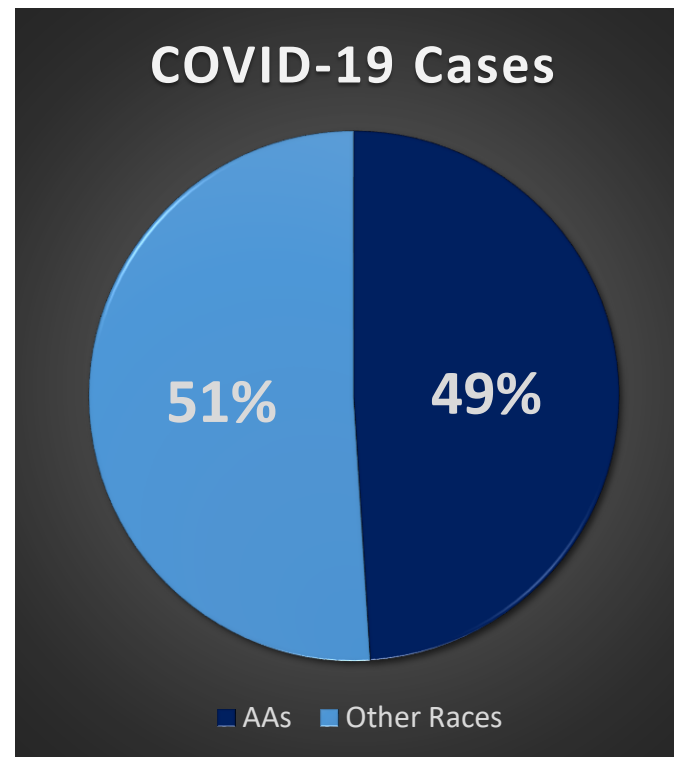
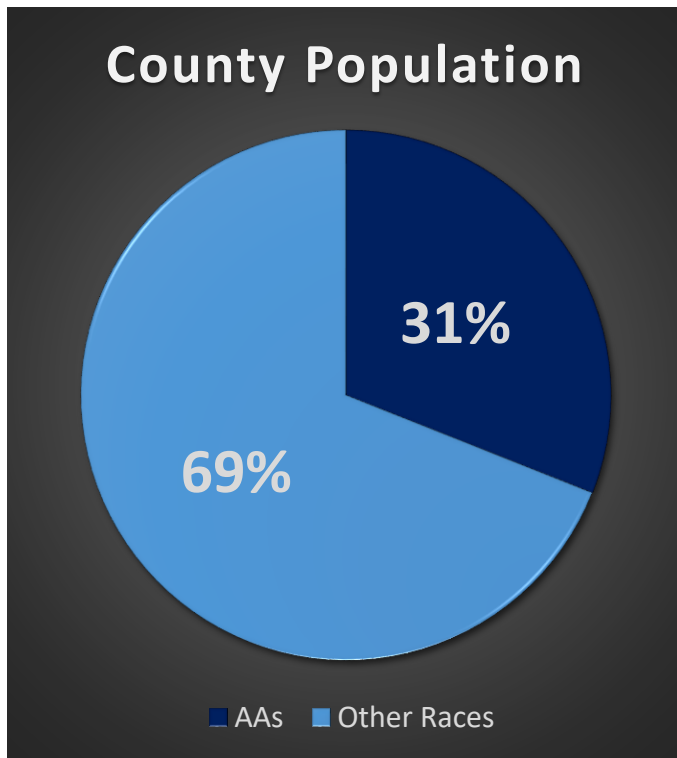
# Laboratory-Confirmed COVID-19 Cases, Mecklenburg County, NC





## Lab-Confirmed COVID-19 Cases (per 100,000 residents) Reported to MCPH by Zip Code of Patient's Residence

# COVID-19 among African Americans



Data Reported as of April 19, 2020

# Why is COVID-19 Worse for African Americans?

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- There's no evidence it's due to genetic differences in how the virus spreads
- Higher rates and earlier onset of underlying chronic health conditions among African Americans
- Many African Americans work in essential jobs
- Long standing gaps in access to health care and other resources

# What can be done?

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- Implement strategies to slow the spread of COVID-19 (e.g. social distancing, Stay at Home Order)
- Increase access to testing (e.g. mobile and pop-up testing in vulnerable communities)
- Track and monitor data to better understand disparities
- ***Spread key messages and up-to-date information***

# Purpose of the Toolkit

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- To provide outreach materials for community partners to help us better inform vulnerable communities, specifically older African Americans, about the latest information, what they should be doing, and where to get help related to COVID-19

# What's in the Toolkit?

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- Flyers that can be printed or shared digitally
- Infographics, digital images, and other messages for social media, email, blogs or websites
- Accurate talking points on COVID-19 topics

# Digital/Print Flyers

**PROTECT YOURSELF FROM CORONAVIRUS COVID-19**

**HOW TO PROTECT YOU AND YOUR FAMILY**

**AFRICAN AMERICANS HIT HARDER BY COVID-19**

**Who Is At Risk For COVID-19?**  
COVID-19 is a respiratory illness and *everyone is at risk of infection.*

You are at greater risk of COVID-19 complications if you:

- Are over the age of 65
- Live in a group setting, like a nursing home or long-term care facility
- Have a chronic health condition like: COPD, heart disease, hypertension, obesity, diabetes, kidney disease, liver disease, asthma, or a weakened immune system.

**What to Do if You Feel Sick?**  
Watch for symptoms of COVID-19: FEVER, COUGH, SHORTNESS OF BREATH

- Stay home and away from others
- Wear a cloth face covering if you have to go out
- Watch for COVID-19 symptoms like fever, cough, and shortness of breath
- If you have these symptoms, call your doctor!
- If you do not have a doctor, call Atrium Health (704) 468-8888 or Novant Health (877) 966-5266 for more information about testing

**Mecklenburg County Stay At Home Order – what does it mean?**

- Only go out for the essentials (food, medication, medical treatment that cannot be done over the phone)
- Stay at home and away from anyone not living in your household
- Stay at least 6 feet away from other people and wash your hands often

**Where Can I Get More Information?**  
Visit [www.mekcnc.gov/COVID-19](http://www.mekcnc.gov/COVID-19) or [www.cdc.gov/covid19](http://www.cdc.gov/covid19)  
For other questions about COVID-19, call MCPH Help Line at (800) 314-9400

Practice Good Hygiene  
Social Distance & Stay Home  
Stay Informed  
Visit: [mekcnc.gov/COVID-19](http://mekcnc.gov/COVID-19)

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**DO YOUR PART. STAY HOME. CORONAVIRUS COVID-19**  
Social Distancing is Helping us Slow the Spread of COVID-19 and Saving Lives in Mecklenburg County!

**What is social distancing?**  
Social distancing, also called "physical distancing," means keeping space between yourself and other people outside of your home.

**Tips for social distancing**  
Stay at least 6 feet away from other people, even if when you wear a face covering.

Do not gather in groups in private or public, such as friends' houses, parks, stores, or any other place.

Stay at home – only go out for essential needs

Work from home unless you are essential

Avoid public transit when possible

**Stay connected while staying away**  
It is very important to stay in touch with friends and family that don't live in your home. Call, video chat, or stay connected using social media. Everyone reacts differently to stressful situations and having to socially distance yourself from someone you love can be difficult.

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# TOOLKIT

Informing and Protecting Our Communities Together



# Digital/Print Flyers

## What to Do If You Feel Sick?

### CORONAVIRUS COVID-19

If you have been told that you have COVID-19 or have symptoms like a fever, cough, or difficulty breathing, follow the steps below to take care of yourself and help protect other people in your home and community.

#### STAY HOME AND AWAY FROM OTHERS

- Stay home, except to seek medical care.
- Wear a cloth covering over your nose and mouth if you leave to seek medical care.
- Stay in touch with your doctor.
- Avoid gatherings, public transportation, ride-sharing, or taxis.
- Let others you have come into close contact with recently for more than 10 minutes know that you don't feel well and they should self-monitor.

#### MONITOR YOUR SYMPTOMS

- Common symptoms of COVID-19 include fever, cough, difficulty breathing and loss of taste and smell.
- Follow instructions from your healthcare provider.
- Take care of yourself – get rest and stay well hydrated.


#### PRACTICE GOOD HYGIENE

- Wash your hands often with soap and water for at least 20 seconds.
- Use hand sanitizer if soap and water are not available.
- Cover your coughs and sneezes.
- Clean all "high-touch" surfaces, like tables, door knobs, phones/electronics and household fixtures, everyday.
- Avoid sharing personal care items when possible.

#### SEEK MEDICAL ATTENTION IF YOU FEEL WORSE

If you start to feel worse or have any of the below symptoms, please contact your doctor:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion or inability to wake up
- Bluish lips or face
- Any new symptoms that are severe or concerning to you



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## COVID-19 FAQs

### CORONAVIRUS COVID-19

#### WHAT IS NOVEL CORONAVIRUS?

The novel coronavirus, or COVID-19, is a new type of coronavirus that has been identified as the cause of an outbreak of respiratory illness that ranges from mild to severe.

#### HOW DOES COVID-19 SPREAD AND WHAT CAN I DO TO PREVENT IT FROM SPREADING?

The virus is spread from person-to-person. When people are too close, respiratory droplets from infected people are inhaled by others or land in their nose or mouth.

#### SHOULD I WEAR A MASK?

Yes. The CDC recommends wearing a cloth face covering in public settings where other social distancing measures are difficult to maintain such as grocery stores and pharmacies.

#### WHAT ARE THE SYMPTOMS?

Common symptoms of COVID-19 include fever, cough, difficulty breathing and loss of taste and smell. Symptoms may appear two to 14 days after exposure.

#### WHAT SHOULD I DO TO PROTECT MY FAMILY?

Self-isolate – stay home and away from others. Wear a cloth face cover if you must be around people. Wash your hands. Clean and disinfect surfaces daily.

#### HOW IS COVID-19 DIAGNOSED?

There is a specific laboratory test for COVID-19. Call your healthcare professional or the Public Health Department at 980-314-9400 if you feel sick with a fever, cough, or difficulty breathing, and have been in close contact with a person known to have COVID-19, or if you live in or have recently traveled from an area with ongoing spread of COVID-19.

#### WHAT CLEANING SUPPLIES SHOULD I USE TO PREVENT SPREAD?

You should clean dirty surfaces with detergent or soap and water. Disinfect surfaces with diluted household bleach solution (1/3 cup bleach per gallon of water), alcohol solutions of 70%+ alcohol. Use gloves or wash hands thoroughly after cleaning.



MECKLENBURG COUNTY  
NORTH CAROLINA

## COVID-19 FAQs

### CORONAVIRUS COVID-19

### Stay at Home Order FAQs

**What does this order mean?**  
It means that movement is restricted for all residents of Mecklenburg County to stay at their place of residence except that they may leave to provide or receive essential services or engage in essential activities and work for essential businesses and government services.

**It restricts travel upon public streets, alleys, or roadways or other property except by those in need of medical assistance, food or other commodity or service necessary to sustain the well-being of themselves or their families or some member thereof.**

**How does this order change the previous executive order prohibiting mass gatherings of 50 people or more?**  
This order supersedes the restrictions outlined in the Public Health Order to Restrict Mass Gatherings, which prohibited mass gatherings of 50 people or more.


#### Stay at Home Order Do's and Don'ts

##### WHAT CAN I DO?


- Go to the grocery, convenience or warehouse store
- Go to the pharmacy to pick up medications and other healthcare necessities
- Visit a health care professional for medical services (call first)
- Go to a restaurant for take-out, delivery or drive-thru
- Care for or support a friend or family member
- Take a walk, ride your bike, hike, jog and be in nature for exercise
- Walk your pets and take them to veterinarian if necessary
- Help someone to get the necessary supplies
- Receive deliveries from any business which delivers

##### WHAT CAN I NOT DO?

- Go to work unless you are providing essential services as defined by this Order
- Visit friends and family if there is no urgent need
- Maintain less than 6 feet of distance from others when you go out
- Visit loved ones in the hospital, nursing home, skilled nursing facility or other residential care facility
- Travel except for essential travel and activities




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# TOOLKIT

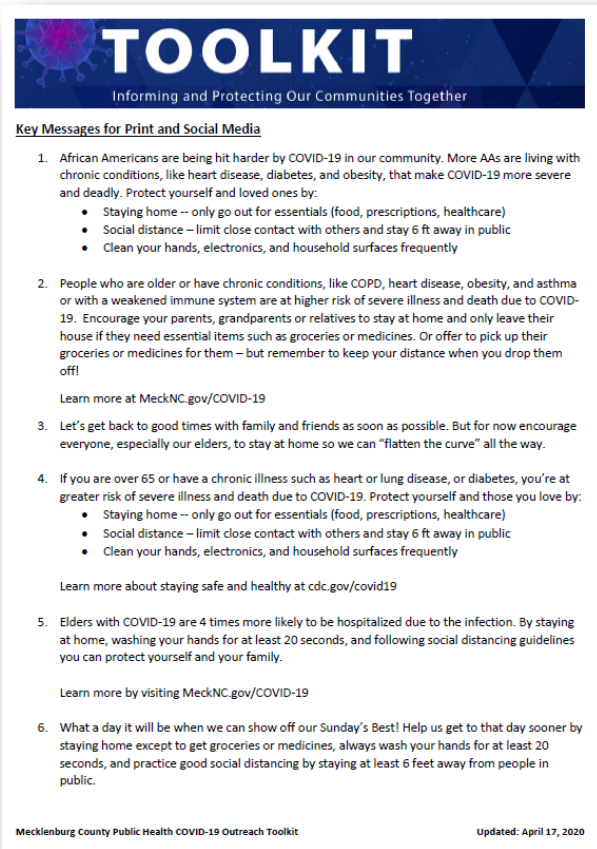
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12

# Key Messages for Social Media



**TOOLKIT**  
Informing and Protecting Our Communities Together

Key Messages for Print and Social Media

1. African Americans are being hit harder by COVID-19 in our community. More AAs are living with chronic conditions, like heart disease, diabetes, and obesity, that make COVID-19 more severe and deadly. Protect yourself and loved ones by:
  - Staying home -- only go out for essentials (food, prescriptions, healthcare)
  - Social distance -- limit close contact with others and stay 6 ft away in public
  - Clean your hands, electronics, and household surfaces frequently
2. People who are older or have chronic conditions, like COPD, heart disease, obesity, and asthma or with a weakened immune system are at higher risk of severe illness and death due to COVID-19. Encourage your parents, grandparents or relatives to stay at home and only leave their house if they need essential items such as groceries or medicines. Or offer to pick up their groceries or medicines for them -- but remember to keep your distance when you drop them off!  
  
Learn more at [MeckNC.gov/COVID-19](https://MeckNC.gov/COVID-19)
3. Let's get back to good times with family and friends as soon as possible. But for now encourage everyone, especially our elders, to stay at home so we can "flatten the curve" all the way.
4. If you are over 65 or have a chronic illness such as heart or lung disease, or diabetes, you're at greater risk of severe illness and death due to COVID-19. Protect yourself and those you love by:
  - Staying home -- only go out for essentials (food, prescriptions, healthcare)
  - Social distance -- limit close contact with others and stay 6 ft away in public
  - Clean your hands, electronics, and household surfaces frequently  
Learn more about staying safe and healthy at [cdc.gov/covid19](https://cdc.gov/covid19)
5. Elders with COVID-19 are 4 times more likely to be hospitalized due to the infection. By staying at home, washing your hands for at least 20 seconds, and following social distancing guidelines you can protect yourself and your family.  
  
Learn more by visiting [MeckNC.gov/COVID-19](https://MeckNC.gov/COVID-19)
6. What a day it will be when we can show off our Sunday's Best! Help us get to that day sooner by staying home except to get groceries or medicines, always wash your hands for at least 20 seconds, and practice good social distancing by staying at least 6 feet away from people in public.

Mecklenburg County Public Health COVID-19 Outreach Toolkit Updated: April 17, 2020

*“What a day it will be when we can show off our Sunday’s Best! Help us get to that day sooner by staying home except to get groceries or medicines, always wash your hands for at least 20 seconds, and practice good social distancing by staying at least 6 feet away from people in public. #STAYATHOME”*

# Infographics

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## **WHAT SHOULD I DO TO PROTECT MY FAMILY?**

Self-isolate -- stay home and away from others.  
Wear a cloth face cover if you must be  
around people. Wash your hands.  
Clean and disinfect surfaces daily.



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# Infographics

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## SHOULD I WEAR A MASK?

Yes. Mecklenburg County Public Health recommends wearing a cloth face covering in public settings if you feel sick or where other social distancing is tough, such as grocery stores and pharmacies.



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# Infographics

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## What to Do If You Feel Sick?



- 1. Stay home and away from others**
- 2. Monitor your symptoms**
- 3. Practice good hygiene**
- 4. Seek medical attention if you feel worse**



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# Infographics

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## WHY ARE MORE AFRICAN AMERICANS BEING HOSPITALIZED AND DYING DUE TO COVID-19?

More African Americans have conditions, like hypertension, heart disease, diabetes, and obesity, that make COVID-19 more severe and deadly.

Many African Americans work in essential jobs that make social distancing more difficult

There are long standing gaps in access to health care and other resources among African American communities



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# Infographics

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## CUTTING STRESS DURING THE PANDEMIC

Take breaks from watching, reading,  
or listening to news stories, including social media.

Take care of your body. Take deep breaths, stretch,  
or meditate. Eat healthy, well-balanced meals.  
Exercise, get plenty of sleep, and avoid alcohol and drugs.

Make time to relax. Try to do activities you enjoy.

Connect with others. Talk with people about how you're feeling.



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# Infographics

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**IF YOU ARE...**

Experiencing a domestic violence, sexual assault, or parenting crisis?  
**Call: 980-771-4673**

Experiencing emotional distress or feeling suicidal?  
**Call: 1-800-273-8255**

Dealing with teen dating violence?  
**Text LOVEIS to 22522**

Need food assistance and information regarding shelters?  
**Call 2-1-1**



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# WE NEED YOUR HELP!

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- It is critical that we spread these messages throughout our community
- With so much information available from various sources, factual, up-to-date information from trusted leaders and voices is essential to fighting this pandemic

# Tips for Sharing

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- Ways to share:
  - Social media, websites, emails, e-newsletters
  - Printed materials (only if contact is already happening)
  - Record and share audio clips or videos
  - Live streaming events
- Be creative and use your voice but maintain the message
- Keep it short and share often

# Next Steps

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- Download the Toolkit:  
<https://www.mecknc.gov/news/Pages/COVID-19-Toolkit.aspx>
- Content will be updated as the situation evolves
- New content will be added for other vulnerable groups and in Spanish
- Questions or comments:  
**HealthBuzz@mecklenburgcountync.gov**